CLAIMS

What is claimed is:

1. A method of providing access to content for use on wireless communication devices, the method comprising:

receiving and storing in a server system a plurality of items of content to be made available for use in wireless communication devices used by a plurality of wireless services subscribers; and

associating each of the items of content in the server system with a plurality of different provisioning models for provisioning the content in wireless communication devices, each of the provisioning models corresponding to a different set of device capabilities.

2. A method as recited in claim 1, wherein each provisioning model includes a provisioning protocol and a corresponding set of provisioning descriptors.

3. A method as recited in claim 1, further comprising:

receiving a request for one of the items of content from a wireless services subscriber;

identifying device capabilities of a wireless communication device used by the subscriber in response to the request;

selecting one of a plurality of provisioning models associated in the server system with the requested item of content, based on the device capabilities of the wireless communication device used by the subscriber;

packaging the requested item according to the selected provisioning model; and

provisioning the requested item in the wireless communication device used by the subscriber according to the selected provisioning model.

4. A method as recited in claim 3, wherein:

said packaging the requested item comprises creating a provisioning descriptor for the requested item according to the selected provisioning model, and associating the provisioning descriptor with the requested item; and

said provisioning the requested item in the wireless device comprises sending the packaged requested item to the wireless communication device used by the subscriber according to a provisioning protocol associated with the selected provisioning model.

5. A method of providing access to content for use on wireless communication devices, the method comprising:

receiving and storing a plurality of items of content to be made available for use in wireless communication devices used by a plurality of wireless services subscribers, including receiving a plurality of different implementations of at least one of the items of content, where each implementation of any given item of content corresponds to a different set of device capabilities; and

maintaining a product catalog containing a description of the items of content, the product catalog including, in association with each item of content, a reference to each implementation of said item of content.

6. A method of providing access to digital content for use on wireless communication devices, the method comprising:

receiving and storing in a server system a plurality of items of digital content to be made available for use in wireless communication devices used by a plurality of wireless services subscribers, including receiving and storing a plurality of different implementations of at least one of the items of digital content, where each implementation of any given item of digital content corresponds to a different set of device capabilities;

operating the server system to maintain a product catalog containing a description of the items of digital content, wherein the product catalog includes, in association with each item of digital content, a reference to each implementation of said item of digital content;

receiving a request from a wireless device used by one of the subscribers;

in response to the request, selecting a portion of the product catalog to be presented to the subscriber, based on device capabilities of the wireless device used by the subscriber; and

presenting the selected portion of the product catalog to the subscriber via a wireless network, such that the selected portion, as presented to the subscriber, provides only a single description of each item of digital content in said portion, regardless of the number of implementations of each said item.

7. A method as recited in claim 6, wherein said selecting a portion of the product catalog comprises:

in response to the request, determining the identity of the wireless device used by the subscriber, wherein each implementation of the plurality of items of digital content has been previously associated in the server system with at least one device identity, according to corresponding device capabilities supported by the implementation; and

selecting the portion of the product catalog to be presented to the subscriber based on the identity of the wireless device used by the subscriber.

8. A method as recited in claim 6, further comprising:

receiving from the subscriber a request for one of the items of digital content in said portion of the product catalog;

selecting an implementation of the requested item of digital content, based on device capabilities of the wireless device used by the subscriber; and

downloading the selected implementation of the item of digital content to the wireless device used by the subscriber.

9. A method as recited in claim 1, further comprising associating each of the items of digital content in the server system with a plurality of different provisioning models, each of the provisioning models corresponding to a different set of device capabilities, each provisioning model including a provisioning protocol and a corresponding set of

provisioning attributes and descriptors for provisioning digital content in wireless devices.

10. A method as recited in claim 9, further comprising:

receiving from the subscriber a request for one of the items of digital content in said portion of the product catalog;

identifying device capabilities of the wireless device used by the subscriber;

selecting one of a plurality of provisioning models associated with the requested item in the server system, based on the device capabilities of the wireless device used by the subscriber;

packaging the requested item according to the selected provisioning model; and

provisioning the requested item in the wireless device used by the subscriber according to the selected provisioning model.

11. A method as recited in claim 10, wherein:

said packaging the requested item comprises creating a provisioning descriptor for the requested item according to the selected provisioning model, and associating the provisioning descriptor with the requested item; and

said provisioning the requested item in the wireless device comprises sending the packaged requested item to the wireless device used by the subscriber according to a provisioning protocol associated with the selected provisioning model.